

A woman with dark hair and bangs is sitting on the floor in a cluttered room. She is wearing a black sequined top and a large, colorful feathered headdress with blue and orange feathers. She is resting her chin on her hand and looking towards the camera. The room is filled with various items, including ropes, clothes, and other objects hanging in the background.

**vincent
dance
theatre**

**DIGITAL MARKETING &
CONTENT CO-ORDINATOR**

**JOB PACK
September 2025**

WELCOME!

Thank you for your interest in working with Vincent Dance Theatre.

VDT's Mission is to produce and distribute socially engaged dance theatre work on stage, on film and across online platforms. We create opportunities for people whose voices are usually less well heard. 'We move people to think differently.'

Our work challenges perceptions of what dance can be and who it is for. Led by Artistic Director Charlotte Vincent, we produce critically acclaimed live performance, work on film and digital projects that engage with urgent social issues. Our work is renowned for its powerful storytelling and collaborative approach. VDT is committed to making our art accessible to a wide range of audiences and participants.

Vincent Dance Theatre (VDT) is a company with a 30-year history of creating socially engaged dance theatre.

Our performance work has always been committed to exploring complex social and political themes through a unique blend of dance, text and visual art.

VDT facilitates extensive participation, mentoring, continuing professional development and sector leadership programmes in Brighton and Hove and across the UK working with 'experts through lived experience' and 'experts by profession' at every stage of the creative process. The company is committed to including care-experienced people in our activity and places rigorous safeguarding protocols and procedures at the heart of all we do.

'Meticulously detailed, working across generations, it's more than dance. Charlotte is shouting in the spaces that matter.' **Judith Mackrell**



VDT AIMS:

- Creating and sharing our work on stage, on film and online
- Expanding the reach and application of VDT's participation work in arts and non-arts contexts
- Deepening engagement with our work via online e-learning opportunities and resources
- Enabling creative agency for people new to creative practice
- Sector Leadership, knowledge exchange, sharing best practice, CPD and developing place-based partnerships

Diversity and Inclusion

VDT strives to create an environment of safety and trust, in which authentic collaboration, exchange and creative risk can take place. We believe a diverse team leads to an organisation better placed to be innovative, creative and address complex issues with real integrity. We work within the spirit and practice of the Equality Act 2010. We aim to remove unnecessary barriers through training and development for our staff and freelance team members. We support our team to demonstrate the principles of diversity and inclusion in their everyday activities, roles and functions. We place and understanding of safeguarding procedures at the centre of everything we do.

VDT has a diverse Board and is committed to diversifying our current team. With this in mind, we particularly welcome applications from people of the Global Majority, people with disabilities (including 'invisible' disabilities or neurodiversity such as autism, ADHD and dyslexia), people who have lived experience of the care system and people from lower socio-economic backgrounds, as these groups remain under-represented in our sector.

We very much look forward to hearing from you!

Dr Charlotte Vincent, Artistic Director, VDT

www.vincentdt.com





DIGITAL MARKETING & CONTENT CO-ORDINATOR

We are seeking a proactive and creative **Digital Marketing & Content Co-ordinator** to join our small and dynamic team. This is a pivotal role for someone with a passion for digital storytelling and a keen eye for engaging content. You will be responsible for developing and implementing our digital marketing strategy, creating compelling content for our online platforms, and actively building our online community to promote our work and connect with new audiences. You'll be a key part of a small, dedicated team and play a vital role in making our work more widely known and understood.

KEY RESPONSIBILITIES

Digital Marketing

- Implement VDT's digital marketing strategy and campaigns for all company activity, including live performances, films, and participation programmes.
- Lead the development and execution of digital campaigns for key projects, ensuring consistent messaging and brand guidelines are used across all platforms.
- Research and identify new and emerging digital marketing opportunities and channels to expand VDT's reach and audience engagement.
- Manage and develop our database of contacts and communities for marketing purposes, ensuring compliance with GDPR regulations.
- Assist with preparing and collating assets (e.g., sourcing logos, images, copy, and information from third parties) for digital campaigns.

KEY RESPONSIBILITIES (cont'd)

Content Creation & Management

- Lead the creation of engaging digital content for social media platforms (videos, images, GIFs, stories, and reels) using design software such as Canva.
- Manage and schedule posts across all VDT's social media channels (e.g., using Hootsuite or an equivalent tool) to ensure a consistent and active online presence.
- Document company activity and rehearsals through photography and video for use across digital channels.
- Design, develop, and distribute VDT's regular newsletters using Mailchimp.
- Maintain existing and build new relationships with advocates, bloggers, and social media influencers to extend the reach of our content.
- Manage the company's YouTube content and related digital advertising campaigns.

Reporting & Evaluation

- Manage and monitor VDT's annual social media targets.
- Analyse the effectiveness of digital campaigns and social media activity, creating regular reports to showcase results and present valuable insights to the team.
- Support the Strategy Associate in collating and submitting the required marketing and website data for funder reports, including the Arts Council England Annual Survey.

PERSON SPECIFICATION

Essential Experience & Skills:

- Demonstrable experience in a Digital Marketing or Content Co-ordinator role, preferably within the arts, culture, or non-profit sectors.
- Proven ability to create engaging and original digital content (video, photo, graphics).
- High proficiency in using social media platforms for professional purposes, including planning, scheduling, and analytics.
- Familiarity with email marketing platforms (Mailchimp) and social media management tools (Hootsuite or similar)
- Excellent written communication skills with the ability to write compelling copy for press releases, social media, and newsletters.
- Strong organisational skills.
- A good working knowledge of GDPR and its implications for digital marketing.

Desirable Experience & Skills

- Experience with graphic design software (Canva).
- Experience in creating short-form video content (Reels, Tik Toks).
- Knowledge of the UK dance or theatre sector.
- An interest in contemporary dance and film.
- Basic video editing skills (e.g Adobe Premiere, Final Cut Pro or i-Movie).

DETAILS

Fees: £180 per day, part-time freelance agreement

Length of Agreement: Fixed term November 2025 to March 2027 (extending to March 2028, funding dependent).

Working Pattern: Hybrid, 2 days / 16 hours per week, with minimum 4 hours per week in our Brighton office (preferably Monday or Tuesday). Flexibility is appreciated.

Location: VDT Office: Community Base, 113 Queens Rd, Brighton BN1 3XG.



HOW TO APPLY

Please send the following via e-mail to VDT's Administrator Gemma Morris at gemma@vincentdt.com

- A CV outlining your professional experience to date
- A short covering letter which outlines **why you would like to work with Vincent Dance Theatre as our new Digital Marketing and Content Co-ordinator** and **what skills and experience you would bring to the role**. Please note we will use an anonymous scoring system to assess applications.
- Provide details of **Two Referees**

Please also fill in our **Equal Opportunities Monitoring Form**. VDT analyses this data to ensure we are reaching a wide range of people in our recruitment processes, to then make changes in future if we are not reaching widely enough.

Closing date for applications:

Midday on Friday 10 October 2025.

Interview Date:

Friday 17 October 2025 in Brighton.

Please contact VDT's Administrator gemma@vincentdt.com / **01273 911616** if you require further assistance with your application, need the application pack in a different format or have any questions.

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